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**AMENDMENTS TO THE CLAIMS**

1. (CURRENTLY AMENDED) A display apparatus for sequentially displacing sheets to a display position, comprising:

at least one sheet folded over at an edge portion thereof to form a pleat, a free longitudinal edge of the pleat being unconnected to the at least one sheet to define an open pleat;

a drive for displacing sheets to a display position; an actuator for actuating the drive; and

at least one connector for connecting one of the at least one sheets to the drive such that the at least one sheet is displaceable to the display position, the connector having a longitudinal member connected to the drive such that the pleat is received against an edge of the longitudinal member with the at least one sheet lying on opposed surfaces of the longitudinal member, and an abutment portion securable against the longitudinal member on the at least one sheet for pressing the at least one sheet and the pleat against both the opposed surfaces of the longitudinal member.

2. (CURRENTLY AMENDED) The display apparatus according to claim 1, further comprising one other connector at an opposite edge portion of the at least one sheet for connecting the opposite edge portion of the at least one sheet to the drive.

3. (CURRENTLY AMENDED) The display apparatus according to claim 1, further comprising a resilient spacer between the abutment portion and the longitudinal member for retaining the edge portion of the at least one sheet between the abutment portion and the resilient spacer.

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4. (CURRENTLY AMENDED) The display apparatus according to claim 1, wherein the drive displaces one of the at least one sheets in a continuous sequence.

5. (CURRENTLY AMENDED) The display apparatus according to claim 1, wherein the actuator has a sensor/controller for detecting one of the at least one sheets reaching the display position and for maintaining one of the at least one sheets in the display position for predetermined amounts of time.

6. (CURRENTLY AMENDED) The display apparatus according to claim 1, wherein the at least one sheet is a support sheet adapted to support an advertisement sheet.

7.-15. (CANCELED)

16. (PREVIOUSLY PRESENTED) A connector for connecting a sheet to a drive of a display apparatus for sequentially displacing sheets to a display position, comprising:

a longitudinal member for supporting an edge portion of the sheet;

connector ends at opposed longitudinal ends of the longitudinal member for connecting the longitudinal member to the drive;

an abutment portion securable against the longitudinal member for retaining the edge portion of the sheet therebetween; and

a resilient spacer between the abutment portion and the longitudinal member for retaining the edge portion of the sheet between the abutment portion and the resilient spacer.

17. (CANCELED)

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18. (ORIGINAL) The connector according to claim 16, wherein the edge portion of the sheet has a pleat received against an edge of the longitudinal member such that the sheet lies on opposed surfaces of the longitudinal member, with the abutment portion abutting both the opposed surfaces.